

Press release

On course for growth: MediaMarktSaturn successfully rolls out Marketplace in the Netherlands

March 5 saw the launch of the Marketplace in the Netherlands, which is now online in its fourth country after Germany, Spain and Austria. MediaMarktSaturn is thus successfully expanding its Marketplace strategy. Around 1,300 sellers with more than 1.8 million products are currently represented on MediaMarktSaturn's Marketplace across the Group. The next step will be the launch of the Marketplace in Italy this year, with other countries following step by step.

Ingolstadt, March 14, 2024

The Marketplace is an important factor for MediaMarktSaturn in expanding its core assortment and offering its customers an even more extensive assortment. At the same time, the company wants to further improve its profitability through the additional sales channel. By the end of the 2025/26 financial year, the Gross Merchandise Value (GMV) of the Marketplace is expected to amount to 750 million euros. After EUR 65 million in the 2021/22 financial year, the Marketplace's GMV amounted to EUR 137 million at the end of 2022/23. As a country with a strong online affinity, the Netherlands is another important building block in achieving the target set.



The focus of the Marketplace products is on expanding the core assortment, which is sold directly via MediaMarktSaturn in over 1,000 stores or in the MediaMarkt or Saturn online stores. In addition, MediaMarktSaturn is further expanding its product portfolio on the Marketplace in areas such as gaming, fitness, health, e-mobility, refurbished products, trend products and seasonal products. The availability of goods will also be further improved with the Marketplace: if a particular product is temporarily not available in MediaMarktSaturn's core assortment, the online store will automatically refer to the matching product in the Marketplace.

"The launch of the Marketplace in the Netherlands as the fourth country after Germany, Spain and Austria is an important step in our omnichannel platform strategy. In the Netherlands in particular, we are seeing above-average online demand from customers compared to other countries - the Marketplace has great growth potential here and fits perfectly into our strategy, which focuses on the customer and their needs," explains Christian Kollesch, Director International Marketplace at MediaMarktSaturn.

Customers can rely on the high-quality standards of MediaMarktSaturn as the market leader for consumer electronics in Europe for the products and processes on the Marketplace. Sellers are intensively checked by the Marketplace team and it is ensured that the specified quality standards are met. For the roll-out in the Netherlands, additional new Marketplace sellers from the Netherlands were also added, who can also guarantee 'next-day delivery'.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is developing itself from a classical product seller to a solutions-oriented omnichannel platform which integrates the topics customer and sustainability into all of its business activities. MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 22.2 billion in fiscal year 2022/23, with online sales accounting for around a quarter of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2023)

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